



CONTINUING & PROFESSIONAL STUDIES



SUMMER 2015



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Continuing & Professional Studies

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Continuing & Professional Studies



We know learning is life-long. That's why we're committed to offering new, engaging, and relevant courses. No matter what your interests are, or what your goals may be, we are here to provide you with an innovative, cutting-edge education that will set you on the right path.

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How to register



Online
kpu.ca/cps



By Mail
Student Enrolment
Services
12666 72 Ave
Surrey, BC V3W 2M8



By Fax
Continuing and
Professional Studies
604.599.3456



In person at any of our Student Enrolment Services offices during office hours

KPU Langley

Monday–Wednesday: 9:00am–4:00pm
Thursday: 9:00am–6:00pm
Friday: 1:00pm–4:00pm

KPU Surrey

Monday, Tuesday: 9:00am–6:00pm
Wednesday, Thursday: 9:00am–4:00pm
Friday: 9:00am–2:00pm

KPU Richmond

Monday, Tuesday: 9:00am–4:00pm
Wednesday, Thursday:
9:00am–6:00pm
Friday: 9:00am–2:00pm

KPU Tech

Monday–Thursday: 9:00am–4:30pm
Friday: 9:00am–1:30pm



NEED HELP REGISTERING?

You can call 604.599.2020 or drop by any of our campuses for assistance.

› HUMAN RESOURCES

Applying Lean Sigma Practices to HR Functions (LERN)

Course #: HRST 9000 • Online*

Develop the mindset of Lean Operational Excellence, and advanced problem solving approach that facilitates continuous improvement within the organization through the identification and elimination of waste. Lean principles can also be used to streamline processes in the human resource functions such as recruiting, hiring, training, compensating and managing performance. Find out about Lean concepts, tools and methods with which you can benchmark and assess problems, and lead continuous improvement efforts to resolve them. After taking this course you will have an expanded capacity to facilitate small groups and teams using Lean Process Improvement principles and methodologies to create change within your organization.

Onboarding New Employees (LERN)

Course #: HRST 9001 • Online*

Ensure a smooth transition from best candidate to star employee. Onboarding is the process of socializing new employees into the organization. Onboarding of employees begins well before traditional new-hire orientation and has long reaching implications. At the conclusion of the class you will have constructed an Onboarding Program for use in your own organization.

» MANAGEMENT

Getting Things Done (LERN)

Course #: MGMT 9000 • Online*

Research has proven that when people have the opportunity to do what they do best every day, the effect on the individual, team and organizational performance is powerful. A strength-based management approach incorporates the latest research on engagement and workplace performance from the Gallup organization. Using the Clifton StrengthFinder, you will learn how to be more successful by using the unique strengths and contributions of each team member to get more done at work and increase productivity. Fee includes a Top 5 Strengths access code to take the Clifton StrengthsFinder.

New Strategies for Time and Productivity Management (LERN)

Course #: MGMT 9001 • Online*

Discover tips and techniques you won't get anywhere else for managing time and increasing productivity. Whether you are managing your own time, or others' time, come away with proven tips to put into practice on Monday morning.

Lean Six Sigma (LERN)

Course #: MGMT 9002 • Online*

In today's world, Lean is a part of the business environment. Lean Six Sigma attacks inefficiencies, non-value added wastes caused by defects, non value-added flow of information or materials, non-productive time, data storage, stacks of inventory, overproduction and extra processing. With Lean Six Sigma techniques you will have the skills to lead successfully in both service and manufacturing industries.





Stress Management (LERN)

Course #: MGMT 9003 • Online*

Stress isn't the enemy. It is our perceptions of stress that amp our anxiety and use up all our steam. How we interpret those events can set the stage for how we feel and how we react to others. Turn stress into a stepping stone, not a stumbling block.

› BUSINESS SKILLS

Prezi (LERN)

Course #: BUSK 9002 • Online*

Take a journey into the world of creative presentations. Learn how to use and engage your creative side for amazing presentations. Your audience will be stimulated with what you are presenting as well as how you are presenting.

Graphic Design for Visual Presentations

Course #: BUSK 9005 • Online*

Make your visual presentations look professional and communicate effectively. Get the latest techniques on graphic design principles, including page layout, typography and basic design considerations. Take away more skills to create an effective and beautiful visual presentation on any presentation software program you choose.

Effective Copywriting (LERN)

Course #: BUSK 9008 • Online*

Whether you are sending out a press release, communicating internally with a memo or promoting your own skills on LinkedIn, strong writing skills are the key to success. Come away with the tools and techniques you need to improve your copywriting skills and learn how to avoid the common writing mistakes that can hold you back.

Photoshop for Presentation

Course #: BUSK 9011 • Online*

Acquire the skills to navigate an extensive list of Photoshop features. You will gain

both a foundational and advanced understanding of the popular software, and practice the most commonly used methods, such as managing text, working with layers, and image file properties. You will find out the purpose of each photo-editing tool and walk away with the skills to use them. You will even learn what the pros know.

Designing Successful Webinars (LERN)

Course #: BUSK 9006 • Online*

Webinars are a hot new meeting format that save money and reach more people than in-person meetings. Use them for customer education, staff meetings and training, presentations, virtual seminars and much more. The technology is simple, but good webinar presentation techniques are critical. Discover the power of successful webinars for your business organization. Then learn the 4 key strategies to make your webinars more successful. Acquire techniques and tips that will make your webinars winners with your audiences.

Certificate in Customer Service (LERN)

Customer service is now essential for business and all working organizations. With the increase of technology, human interaction with customers becomes all the more important. Whether it relates to retraining customers, serving your audience, or turning inquiries from potential customers into sales, good customer service is now one of the central factors in organizational success.

Keys to Customer Service (LERN)

Course #: BUSK 9000 • Online*

Learning to build your customer service skills will have a powerful impact on your career success as well as in success in other areas of your life. You will learn how to become skilled at being an exceptional service provider. The payoff for you and your organization is enormous.





Extraordinary Customer Service (LERN)

Course #: BUSK 9009 • Online*

Transform your customer service into something extraordinary. As a result more repeat business will improve your bottom line. Customer service separates you from your competition. Extraordinary customer service comes from focusing on the few essential elements that yield big results. Discover how easy it is to tweak your customer service from the ordinary to the extraordinary. You'll take away a customer service plan that will help you focus on the key elements that will get you started on your pathway to success.

Female Bullying in the Workplace (LERN)

Course #: BUSK 9001 • Online*

Recently we have an upsurge of individuals claiming bullying in the workplace. The phenomenon of females being bullied by other females has been discussed in recent years in the media but little has been done to combat or try to deal with the problem. Both females and males need to understand about relational aggression in the workplace. This course is designed to not only help you understand this growing issue but to also help you to not become a victim of workplace bullying

Cash is King (LERN)

Course #: BUSK 9003 • Online*

Cash is arguably the most important factor in business success. D&B reports 90% of all small business failures are due to poor cash flow-more money gets paid out than collected. It is the non-financial manager who really makes a difference in the day-to-day cash activities. Discover how to maximize cash flow, learn the importance of cash and find out your role in cash flow success.

Cyber Security for Managers (LERN)

Course #: BUSK 9004 • Online*

Cyber security issues are all around us and reach nearly every part of our business and work, from online banking and education to Facebook and Wi-Fi. Finally, you can get up to date on Cyber Security basics and fundamentals. Designed for non-technical managers, directors and others in the workplace, you will find out about threats and vulnerabilities, safeguards, common attacks, viruses, malware and spyware, disaster recover planning, intrusion detection/prevention, basic security architecture, introductory forensics, and cyber terrorism. At the of the course you will have the knowledge needed to practice safer computing and safeguard your business and work information.

Neuro-Linguistic Programming Fundamentals (NLP) (LERN)

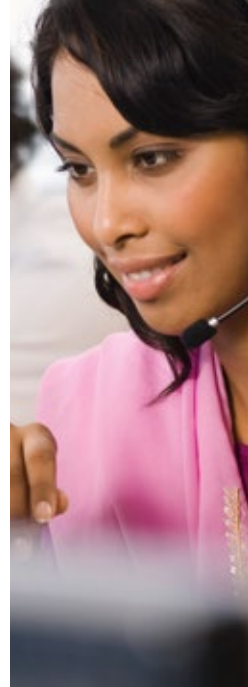
Course #: BUSK 9010 • Online*

NLP is a powerful change management tool that transforms the way people think and act to have the greatest impact both professionally and personally. Find out how to manage your emotional and psychological states to eliminate fear and anxiety, replace negative behaviors with positive ones, and establish rapport in your personal and professional relationships.

Advanced Neuro-Linguistic Programming (NLP) (LERN)

Course #: BUSK 9007 • Online*

Advanced skills will enable you to manage your states of consciousness to eliminate the negative emotions and limit decisions that interfere with your ability to obtain the highest levels of success in all areas of your life, including career, relationships, health & fitness, family, personal growth & development. You will learn how to effectively use language to enhance communication and reframe any situation to your personal benefit.





➤ PROFESSIONAL SERIES SEMINARS

The Professional Acumen series of seminars provides opportunities to build individual effectiveness within the core workplace competencies and skills. These seminars are designed to provide participants with tangible strategies and tools that can be applied to make a substantive contribution toward achieving personal and organizational goals.

Facilitation Foundations

*Course #: PBUS 9029**

Business Writing for Individuals

*Course #: BUSN 9002**

Foundations in Entrepreneurial Management

*Course #: BUSN 9003**

Coaching and Mentoring Individuals and Teams

*Course #: PBUS 9035**

Financial Statement Analysis for the Non-Accountant

*Course #: BUSN 9000**

Organizational Change Foundations

*Course #: BUSN 9001**

Team Leadership

*Course #: BUSN 9005**



Accounting & Finance

STEP 1: Earn your Certificate

Pick one of the following:

T1 Basic

This course is perfect for rookie tax preparers and provides a proven process for preparing consistently accurate T1 returns within a professional client interview and documentation management system.

Basic Bookkeeping

Many small businesses fail because of financial mismanagement. Avoid the pitfalls by learning the basics you need to manage your books and make the most of what your financial statements can tell you.

T2 Micro

Understand the business issues and tax options that underlie the taxation of corporate income for your small business clients.



Check kpu.ca/cps for up-to-date course information.
In the event there is a discrepancy the website shall be deemed correct.



STEP 2: Earn your Diploma

Pick two courses from the following subject areas:

CERTIFIED PERSONAL TAX PRACTITIONER™:

T1 Advanced

If you are an experienced tax practitioner, you may be working with more complicated returns for high net worth families. Take your skills to the next level with a thorough tax update.

T1 Proprietorships

If you work with clients who operate as a unincorporated sole proprietorship or partnership, or plan to, this courses will give you the skills you need.

CERTIFIED BOOKKEEPING PRACTITIONER™:

Advanced Bookkeeping

With this course you will become more efficient and be even more valuable to your clients by learning how to manage the books for a variety of business ventures.

Advanced Bookkeeping

Can you manage the entire payroll cycle? Can you increase the after-tax results for employees? Find out how with this in-depth course.

CERTIFIED BUSINESS TAX PRACTITIONER™:

T2 Small Business

The focus of this course is to provide the preparer with an understanding of the business issues and tax options that underlie the taxation of corporate income, so that the return can be prepared accurately, tax is minimized and planning opportunities are identified on a timely basis. It is recommended that students take the T1 Professional Tax Preparation-Proprietorships course as a prerequisite to this course.

Succession Planning

The objective of this course is to provide an overview of the fundamentals of succession planning, enabling advisors to understand the key concepts in this important area and assist clients in developing a succession plan for their business. This course is designed in a practical format and will help an advisor become a valuable resource to their clients in the succession planning process.

STEP 3: Earn your Designation

Pick three courses from the following subject areas:

DFA-TAX SERVICES SPECIALIST™:

Final Returns

How do you get the best tax results when a family member passes away? Learn the professional skills you will need to guide the conversation throughout the tax planning process.

Cross Border Tax

Whether you deal with more clients owning offshore assets, those assuming parital residency outside Canada or residents with U.S. connections including citizenship, this course will help you competently address cross-border taxation issues.

T2 Small Business

Prepare accurate T2 returns, minimizing tax and identifying planning opportunities for your corporate clients.





DFA-BOOKKEEPING SERVICES SPECIALIST™:

Advising Family Business

Learn how to successfully work within the unique dynamic of family-operated businesses and discover how to overcome obstacles in financial decision-making for greater profitability.

Debt and Cash Flow

Gain the skills you'll need to proactively help clients plan for an manage their financial health by reporting on improvements in debt and savings over time.

Managerial Accounting

This course instructs the student on use of information within bookkeeping systems to assist business owners and their advisors to make business decisions.

MFA-BUSINESS SERVICES SPECIALIST™:

Tax Planning for Owners

Explore the options for constructing compensation packages for business owners to maximize after-tax income.

Business Valuation

Prepare your clients to face various types of business transactions through a solid understanding of the fundamentals of business valuation.

Business Transitions

Gain a working knowledge of the issues that advisors to an owner/ manager must deal with regarding the sale or succession of a business.



Languages

Conversational Spanish

*Course #: SPNH 9000**

Hola! If you have plans to visit Spain or Latin America, whether it is for pleasure or business, or if you are just looking to brush up on your Spanish without the hassle of boring grammar lessons, KPU has the right course for you. You will learn basic vocabulary that will enable you to interact with native speakers at social events, on vacation time, while doing business or simply when ordering one or more cervezas. This course includes all materials distributed in class and requires no previous knowledge of Spanish.

Conversational Mandarin

*Course #: MNDR 9000**

If you have little or no prior knowledge of Mandarin, this is the right level course for you. You will learn the basic pronunciations of standard Mandarin and the use of Pinyin, the alphabetic rendition of Chinese characters. You will also learn to share information about yourself and your family, discuss hobbies and daily activities and ask basic questions of those around you so as to function properly in everyday settings. The linguistic and communicative focus of the course is complemented with insights into Chinese culture and etiquettes.

Check kpu.ca/cps for up-to-date course information.
In the event there is a discrepancy the website shall be deemed correct.



Marketing

➤ **SOCIAL MEDIA** *FOR BUSINESS CERTIFICATE*

Introduction to Social Media (LERN)

Course #: MMRK 9007 • Online*

Get involved in the move from in-person to online communication. Learn what social media are and their role in your business and personal life. Find out the top sites and how businesses are using the sites for communication, customer retention, branding, marketing, market research, needs assessment and serving customers and clients. Explore the options for your organization. Look at case studies of what other organizations are doing. Let your instructor guide your exploration of Facebook and YouTube. For anyone interested in social media.

Integrating Social Media in Your Organization (LERN)

Course #: MMRK 9000 • Online*

Take away the practical strategy and techniques for implementing a social strategy for your organization or business. Learn the top five considerations when starting a social network as well as tips to manage an online community. Discover how to create your own private social network using the Ning platform. Discuss the top tools to use to manage your social media life and build integration into your web site. See how Google Docs and Calendars work and how to use online video to further your business goals. Hear about mobile check-in applications and how companies are using coupon and deal sites. Get your company listed properly on a local search engines so more customers can find you. Discuss how web design has changed and get feedback on your website while discovering usability testing and user interface design. Finally, learn how to manage this influx of information created by the new media revolution. Develop a manageable work flow and get productivity tips to be more efficient. Learn what you might be doing wrong in social media as well as essential policies to have in place for your employees and company. See what trends are on the horizon and where your goals fit with those new trends.

Marketing Using Social Media (LERN)

Course #: MMRK 9008 • Online*

Develop a two-way communication and marketing strategy for your organization using social media. Let your instructor guide you in exploring major social media, including Twitter, LinkedIn, and blogging. Learn quick, easy ways to use Twitter, blogs and LinkedIn to engage your customers or clients and keep them interested in your organization or business. You'll find out the advantages and disadvantages of each, and learn what's right for your work and kind of organization.





Evernote (LERN)

Course #: MMRK 9001 • Online*

Save project inspiration you find online and in the real world with Evernote. Snap a picture, record audio, clip entire webpages. Save all kinds of information (documents, hand written notes, audio, images) in one place. Record meetings, store files, save receipts, scan contracts and store contracts. Create a digital file cabinet for all of your projects, documents and to-dos; add multiple layers of organization using notebooks, notebooks stacks and tags. Find what you need fast. Search by keyword or tag and quickly find what you are looking for (even typed and handwritten text inside of attached photos, images, PDFs, documents, spread sheets and presentation).

Google + (LERN)

Course #: MMRK 9002 • Online*

Google+ has surpassed Twitter to become the second largest social network next to Facebook. Discover the best ways to use this popular and emerging social media platform to raise your online profile, and connect with current and potential new contacts. You'll learn the advantages of using Google+, how it can help your organization to engage existing users, and grow your base and techniques for using the platform to create relationships, and expand your reach and knowledge in particular subject matter areas.

Instagram for Business (LERN)

Course #: MMRK 9003 • Online*

With over 100 million users, Instagram is a marketing gold mine. Discover ways to have your audience generate excellent content for you. Build your community while doing it. Learn how to make hashtags work for you, how to make and keep your followers happy and how a small input can cause exponential growth. We'll also explore Do's and Don'ts of Instagram to get you on the fast track to success. Make the most of Instagram and lead your business to unending exposure. An android or iOS device is needed to take full advantage of the exercises in this class.

► MANAGING SOCIAL MEDIA PLATFORMS CERTIFICATE

Facebook for Business (LERN)

Course #: MMRK 9005 • Online*

Find out what goes on behind the scenes on Facebook Pages and how to increase the chances that your message is seen and acted on. Discover new tools and proven techniques to increase business and expand your reach. Discuss how to adapt your marketing message for the Facebook platform and how to integrate Facebook across all marketing areas. This is an advanced class and assumes you have started a page on Facebook and have some basic knowledge of the platform. It includes the most current update Facebook has made to pages.

Twitter (LERN)

Course #: MMRK 9004 • Online*

Twitter is a hot social media platform these days—and everyone seems to be using it. Learn the best way to take advantage of the unique opportunities Twitter offers—and discover the best ways to create relationships and network with your key constituents. You will find out the best—and easiest – techniques for successful interactions in the Twitterverse.





LinkedIn for Business (LERN)

Course #: MMRK 9006 • Online*

LinkedIn is the most popular business social network and website for professionals to network, build business relationships, and provide or receive referrals. Most people rarely get beyond setting up a profile and therefore miss out on all the advanced features that have come to make LinkedIn so popular. Learn how to set-up your personal profile so that it gets noticed by others. Discover how LinkedIn can be used to generate leads, recruit new employees, and find new jobs. This class will cover all the intricacies of LinkedIn to help you create, customize, and optimize your presence on LinkedIn.

» MEDIA MARKETING VIDEO MARKETING CERTIFICATE

Video Marketing (LERN)

Course #: MMRK 9021 • Online*

Sight, sound and motion are much more compelling than static words on a page. Video is very hypnotic and it quickly speeds up the “know, like and trust,” factor with your audience. In this course you will discover how to use simple online video to quickly bond with your viewer, drive traffic to your website, boost business and build brand awareness. Find out how to shoot simple, effective videos without costly fancy equipment or savvy technical skills. Discover the secrets to creating content that commands attention. Learn how to dominate Google and YouTube with your video and to strategically use YouTube to market your business 24/7--even while you sleep.

YouTube for Business (LERN)

Course #: MMRK 9022 • Online*

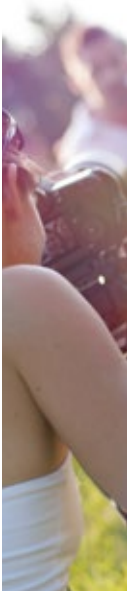
Increase your business with YouTube, the online video site and now the second largest search engine. Discover the power of video for your organization, and how to use video as a marketing tool to reach and serve more people. Find out what types of video work best on YouTube, how other business organizations are using YouTube, how to create your own YouTube channel, and the techniques of adding captions, annotations and other extra features. YouTube can enhance your current marketing and communication strategy. After attending this course you will take back proven strategies and techniques for making YouTube work successfully for your organization.

INBOUNDMEDIA MARKETING CERTIFICATE

Introduction to Inbound Marketing (LERN)

Course #: MMRK 9017 • Online*

Inbound marketing is a process of using your website in a way that it attracts visitors naturally through search engines, the blogosphere, and social media. The average human today is inundated with more than 2000 outbound marketing interruptions per day - and we're all figuring out how to block them. Caller ID, spam filters, TiVo., and satellite radio are all things we use today so that we can avoid being marketed to. In this course, you will discover how to attract customers to your site, what kind of content to share with them, how to use landing pages and forms to collect names and email address, and how to implement lead-nurturing campaigns that result in sales. Your instructor is a director of marketing for an international association and writes and speaks on the topic.





Content Marketing (LERN)

Course #: MMRK 9023 • Online*

You have a website, but why will your customers want to come back or buy something or take action? Do you really know who you are selling to? Do you know what you want to say to them? Do you know how you want to say it? Discover ways to identify who your ideal audience is. Learn how to create content that is engaging and purposeful. Find out what you want to say to them. Explore where you want to say it. And finally, find out how you want to say it. In one month, you will be better equipped to create your own content marketing strategy and create a content-rich website that exceeds the needs of your visitors.

Advanced Inbound Marketing (LERN)

Course #: MMRK 9024 • Online*

Get under the hood of inbound marketing and learn how to monitor, measure and manage the integrated results of your inbound marketing activities at a more advanced level. We'll focus on the data that actually matters and how it is influenced by visitor/user engagement. Gain deeper insights into user behaviour; learn how to track meaningful conversions, measure visitor engagement and how to use landing pages more effectively - including how to create forms that get results.

MOBILE MARKETING

Introduction to Mobile Marketing (LERN)

Course #: MMRK 9025 • Online*

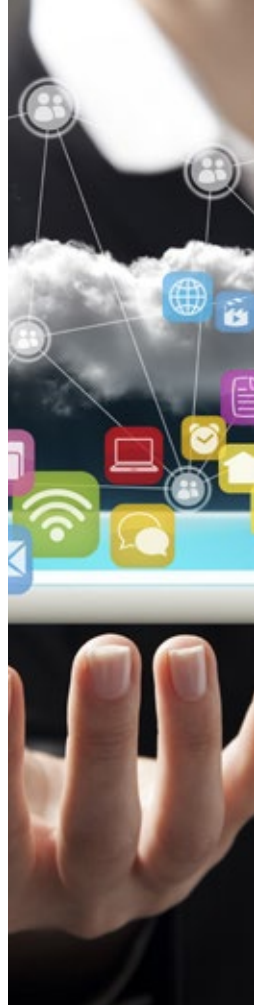
More than half of US consumers who've made a purchase on their smartphone have done so in response to a mobile marketing message. Analysts forecast smartphone sales will surpass 1 billion by the end of 2016. China hit around 986.3 million mobile

connections in December 2012. In the UK, mobile marketing is a multi-billion pound industry. Obviously, the way consumers are interacting with brands and connecting to the world is evolving. If phrases such as location based marketing, mobile payments, QR codes, applications, mobile coupons and social networks almost cause you an anxiety attack, this class is for you. Increase your understanding of the mobile experience, especially smartphones and how you can leverage their capabilities to retain current customers and gain new ones.

Creating Cell Phone Apps for your Business (LERN)

Course #: MMRK 9018 • Online*

It seems that nearly everyone is carrying and using a smart phone these days. Whether you favour the Android, iPhone or Blackberry platforms, once you get used to having Internet access with you “everywhere” you go, it’s hard to be unplugged. Smart organizations across the globe are investing in building smartphone applications. The challenge with traditional smartphone applications is that development is highly technical and very expensive. In this four week course, we will provide you with step-by-step instructions on how non-technical users can build, deploy and market smartphone applications across Android and iPhone platforms. This course is ideal for business owners and executives who want to understand how smartphone applications can be inexpensively built and also for technical users who want to understand to how quickly deploy smartphone applications. NOTE – This course will not include any programming. At the end of this course, each participant will discover how easy they can build smart phone applications for their businesses, without any of the programming which is normally required.





Advanced Mobile Marketing (LERN)

Course #: MMRK 9019 • Online*

Come get the knowledge needed to implement a mobile marketing plan for your organization. Find out about proximity marketing, mobile marketing metrics, and developing a mobile marketing campaign. Learn how to promote your app on the web, building a landing page for your app, and advanced tracking of your application usage. Then take home a blueprint for creating guidelines and standards for your mobile marketing effort, and how to measure its success. You will leave this course with the knowledge to implement a mobile marketing plan for your organization.

eMARKETING ESSENTIALS

Improving Email Promotions (LERN)

Course #: MMRK 9013 • Online*

Discover new ways to improve your email promotions, including when to email, what to email, and testing email copy. Then find out how to analyze your email response rates, including getting the bench marks for open rates and click through rates. Learn how to improve your email promotion and responses with tracking and testing. Get a basic introduction to email promotions. If you are advanced, your instructor is an email expert and can answer your toughest questions as well.

Boosting Your Website Traffic (LERN)

Course #: MMRK 9014 • Online*

Acquire the basic skills to boost your web site traffic, including how to analyze your visitor traffic, how to use search engine optimization to get greater visibility and exposure in Google searches, and how to redesign your web site copy to increase your visitors and results. No experience necessary, but if you are at an advanced level, your instructor is an SEO expert and can answer your toughest questions as well.

Online Advertising (LERN)

Course #: MMRK 9015 • Online*

Get the keys to making online advertising work for you and your organization. See how pay-per-click advertising with Google AdWords works. Find out how to test low budget Adword campaigns. Learn how you can target local audiences. Then discover Facebook advertising and how you can determine the demographics and even numbers of people you want to reach. No experience necessary, but if you are at an advanced level, your instructor is an online ad expert and can answer you toughest questions as well.

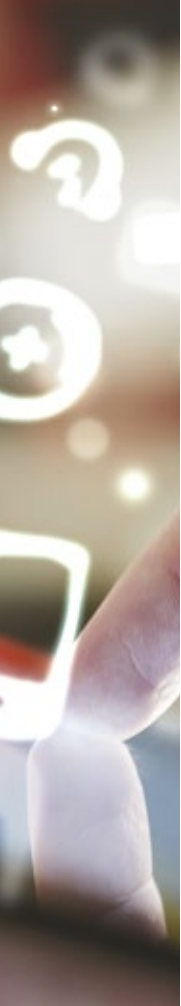
CERTIFICATE IN SELF-PUBLISHING AND eBOOKS

Growing Your Business with Self-Publishing (LERN)

Course #: MMRK 9011 • Online*

A book can help you expand your business in the way no form of advertising can. This practical course is designed to help entrepreneurs, businesses, and organizations self-publish as well as gain a complete understanding of this often complicated marketplace. Learn how to understand your publishing options and how to select the best pathways given your business and personal objectives. You will learn how to work with print on demand (POD) companies that print books in small quantities, economically. All participants will gain an understanding of the decision-making framework and what factors drive decisions in self-publishing.





Self-Publishing eBooks (LERN)

Course #: MMRK 9009 • Online*

eBooks are becoming more popular than ever, especially with the release of the iPad and other tablets. In addition to publishing fiction and non-fiction books individuals and companies are using eBook publishing as a way to market products, services and ideas. Come discover what makes a great eBook and how you go about creating, formatting, and publishing your eBook. Learn the steps necessary to create your eBook with text, photos, illustrations, audio, videos and hyperlinks to websites. Understand the different options you have in self-publishing and distributing your eBook. Walk away not only knowing how to make an eBook but how to market it as well.

Marketing eBooks (LERN)

Course #: MMRK 9010 • Online*

Having a book idea and publishing it is only half the recipe for success. Find out how to get the word out to your target market. Discover the various marketing avenues for your book. Acquire information on which social media site or sites make sense for your audience and how to maximize your effort by minimizing your time online. Most importantly, you will create a marketing plan so you can map out your steps from start to finish.

Podcasting (LERN)

Course #: MMRK 9020 • Online*

Businesses are turning to podcasting to grow their brand and connect with customers. People with a niche hobby are turning podcasts into a business. Podcasting is experiencing a rebirth as mobile devices are everywhere. The intimate nature of the audio medium allows potential clients to get to know who you are and determine if you are the kind of company with which they want to do business. Learn how to take your business or hobby and turn it into a podcast. This step-by-step class will take you from start to finish and cover the required elements needed to get your show online. Come to class with your idea and end with your show online for all to hear.

Google Analytics (LERN)

Course #: MMRK 9012 • Online*

If you are not reviewing your website statistics, then you are missing several key opportunities to profit from your website traffic. This course, aimed at non-technical users, will take you through all the key techniques and how to use website analytics using the world-standard, a free online tool.

Google Apps for Business (LERN)

Course #: MMRK 9016 • Online*

Google has variety of web based applications and tools to help you become more productive, including Gmail, Google Calendar, Drive Hangouts, Documents, Spreadsheets, presentations, and more. Move beyond the basic features you figured out on your own. Be able to use them to work collaboratively and increase productivity. Learn how to run online meetings and webinars. Learn the ins and outs of all the tools Google has to help you become more productive and improve your work communication skills. You will learn time saving tips and strategies to get more done in your work and personal life.





Design

In addition to our certificate, diploma and degree programs, the Wilson School of Design provides relevant, quality educational programming for a variety of learners. Our courses are taught by our qualified faculty and industry professionals. We offer a range of courses, workshops, seminars and programs of study to help you achieve your goals.

› SUMMER FASHION CAMPS

Design Camp

*Course #: FSDP 9001**

Students will explore the fashion design process. They will create themes and storyboards, draw simple fashion figures, drape fabrics for garment ideas, and practice drawing on the computer with Adobe Illustrator®. Each student will leave with a personalized fashion portfolio created during the session. No previous experience in drawing is necessary.

Sewing Camp

*Course #: FSDP 9002**

This course is offered to high school students and people interested in a career in fashion who would like to upgrade their sewing skills, gain experience using an industrial sewing machine and leave with a fun, creative project.

➤ **FASHION + TECHNOLOGY CREDIT COURSES FOR TEACHERS | TEXTILE STUDIES FOR TEACHERS**

Explore Fashion Careers

*Course #: FSDP 9003**

Explore “Fashion Careers” through the eyes of apparel companies and industry professionals. Participants will be exposed to Vancouver’s diverse fashion industry in order to gain a greater understanding of industry perspectives, practices and careers. Research and analysis will focus on careers associated with fashion products or services designed, produced and marketed by entrepreneurial companies recognized on an international scale. The course will include excursions to fashion companies and select fashion districts that will serve as portable classrooms.

Evaluation will be based on a journal to include creation of lesson plans based on presentations from well known, successful fashion designers, and production stylists suitable for use in the high school classroom.

Textile Studies for Teachers-Knit

*Course #: FSDP 9004**

Participants will spend four days learning new drafting and construction techniques for knits. They will construct knit tops and bottoms from commercial patterns, learning creative finishes for seams, hems and necklines. During group fittings, learn to fit and correct patterns to adapt to different body types and amounts of stretch. A simple pattern will be developed from an existing garment.

The exciting “Subtraction Cutting” method of pattern drafting created by UK master cutter Julian Roberts will be introduced on the final day. Participants will be able to easily draft and sew a dress in one day using this innovative technique. The course will include an excursion to a wholesale fabric supplier. Sewing experience is a must.





Textile Dyeing for the Classroom

*Course #: FSDP 9005**

This course will provide participants with methods for dyeing in the classroom that focus on the teaching objectives. Easy, safe and inexpensive methods will form a basis for the course and present the material and projects for teachers so that it is fun and manageable in the classroom. The course content will include: Natural dyes, chemical dyes including the newest “at home” dyes as well as dyes from well-known consumer products such as kool-aid.



Check kpu.ca/cps for up-to-date course information.
In the event there is a discrepancy the website shall be deemed correct.



Hospitality Travel & Tourism

➤ HOSPITALITY

250 Supervision in Hospitality

*Course #: HOSP 9000**

This course teaches the skills that can help you develop effective supervision and management skills that are essential to success in the hospitality industry. Topics include how to recruit, select, and train; increase productivity; control labour costs; communicate effectively; manage conflict and change; and use time management techniques. Resources on creating a professional development plan for your hospitality career can help you set the direction for future educational and professional endeavours.

100 Lodging and Food Service

*Course #: HOSP 9001**

This course is essential for new industry employees and for those who don't have broad-based industry experience. This course helps you understand the hospitality industry as a whole and see how all departments work together. Both lodging and food service are explored. Perspectives from leading hospitality professionals into the issues and challenges facing the hospitality industry today add an important dimension to this course. You'll also learn about the many career opportunities available in the industry.



220 Retail Management for Spas

Course #: HOSP 9003*

This course explores retail planning, inventory management, maximizing profits, sales and service, visual merchandising, and marketing within the spa environment. This course will help you increase your retail knowledge and understanding of vendor partner relationships.





Health

› NURSING

Competency Assessment and Enhancement for Nurses (CAEN)

*Course #: PNCA 1000**

The Competency Assessment and Enhancement for Nurses (CAEN) is an individualized assessment for nursing knowledge and skills.

Pharmacology

*Course #: PNUR 1100**

This course provides an opportunity to review Canadian Pharmacology. This course is 50 hours of self-paced online learning. See website for textbook(s) required.

Nursing in Canada

*Course #: PNUR 1101**

Review of terminology, expectations and practices commonly found in the Canadian Healthcare workplace. This course is tutor lead, self-paced and 35 hours of online learning. See website for textbook(s) required.

Health and Physical Assessment

*Course #: PNUR 1109**

Develop proficiency in conducting a health history and physical assessment in a simulated environment.

Psychomotor Skills Review

*Course #: PNUR 1111**

Develop competencies in psychomotor skills necessary to provide safe patient care.

Medical Surgical Review

*Course #: PNUR 1112**

Enhance and acquire new nursing knowledge in preparation for practice. This course is tutor lead, self-paced and 150 hours of online learning. See website for textbook(s) required.

Professional Communication

*Course #: PNUR 1120**

This course includes therapeutic communication, conflict resolution, patient teaching strategies, and the concepts of critical thinking and clinical decision making.

Consolidated Clinical Course

*Course #: PNUR 1130**

Demonstrate nursing knowledge, skills and abilities under the guidance of an RN in a health care practice setting. Applicants must have either completed a CAEN or have their results following the Substantially Equivalent Competency Assessment (SEC). Results of CAEN/SEC have to be current in the last two years.

Canadian Registered Nurse Exam Preparation

*Course #: PNUR 1199**

Learners prepare for the Canadian Registered Nurse Exam (NCLEX) through online and face-to-face workshops.





FIT Testing

*Course #: PNUR 9001**

Health care students are required as per the Health Authorities to have a current N95 fit-test record prior to entering clinical settings. N95 respirators are designed to provide at least 95% filtration efficiency against solid and liquid aerosols (of the .3 micron size) that do not contain oil.

Fit Testing is required to ensure that the N95 is providing you the respiratory protection it is designed to provide.

Students must undergo fit-testing annually as per WorkSafe BC, Canadian Standards Association, and manufacturer's recommendation. Students must be in possession of their fit-test record card at all times while in the clinical area. Students will undergo fit-testing conducted by a trained fit-tester using approved fit-testing equipment.

Pre-Clinical Course (NVCi Certification)

*Course #: PNUR 9003**

Designed to prepare students in baccalaureate nursing programs to work in a variety of potential aggressive clinical settings.

➤ GENERAL INTEREST

Prevention and Recovery: Eating Disorders and Disordered Eating

Course #: PHLT 9004 • Online*

Dr. Birmingham has treated people with eating disorders for over 35 years and has pioneered several new internationally recognized treatments for eating disorders. Dr. Birmingham's lectures and presentations are tailored to meet the needs of individual professional disciplines or public groups. His KPU eating disorder course has

separate tracks for: family doctors, nurses, psychiatrists, psychologists, counsellors, mental health workers, dieticians and chefs, physiotherapists and kinesiologists, pastors, and researchers and the public. *Students may register at any time and will be given six months to complete.*

This course is recognized by the Royal College of Physicians and Surgeons of Canada, the Canadian Nurses Association and the Canadian Counselling and Psychotherapy Association.

Nutrition 101 for Women: Getting Your Glow On

*Course #: PHLT 9000**

This workshop defines the concept of eating for life, provides tips and tools to transition from the nutrient-poor Standard American Diet (SAD), and explains the importance of biochemical individuality and discovering food that fits you.

Menopause and Diet: Keeping the Pep in Your Step

*Course #: PHLT 9001**

Menopause is not a disease. It is a natural biological process that all women will experience as they transition into their wiser years. This workshop explores the powerful effect of diet on the emotional and physical aspects of menopause, and provides a practical nutritional guide to help you dance through menopause with grace.

Aging Well in Community

*Course #: PHLT 9002**

This experiential course encourages you to take steps toward aging well in community. We will explore housing options, the importance of community connection and care, as well as proactively planning for changes in health.





Trades

› BUILDING SCIENCE

Understanding Seismic Requirements

*Course #: TRAD 9009**

The 2012 BC Building Code includes new requirements for houses built in the coastal seismic zone. These provisions result in significant design considerations as well as construction requirements and the focus of the intensive workshop is on how to conform. The workshop will examine all of the new requirements, and then work through examples of how these will apply to home designs and construction methods. Included in the session is a copy of the “Illustrated Guide for Seismic Design of Houses” which serves as the course text. Students will become familiar with how to present design conformance for Building Permits, and construction requirements for lateral loads.

Understanding Windows and Doors

*Course #: TRAD 9010**

Much has happened under the 2012 BC Building Code relating to windows, doors, and skylights. New energy performance requirements will be reviewed along with the impact of the new NAFS Standard and window and door installation detailing. BC is one of the early adopters of these new provisions and this session is focused on eliminating the confusion surrounding fenestration and assisting designers, builders and building officials in understanding what is expected for houses.

Understanding New Energy Requirements

*Course #: TRAD 9011**

The 2012 BC Building Code now includes a dramatically expanded provision for energy performance requirements for houses. Effective insulation values replace old nominal insulation approaches, air tightness has a significant priority, continuity of insulation throughout the building envelope must be achieved, mechanical devices must meet minimum performance standards, and ducting must be significantly sealed and insulated through unconditioned space. In addition, there are now three conformance paths that designers and builders can pursue (prescriptive, trade-offs, and performance). This intensive session takes the student through all of the new provisions and uses clear language and graphics to describe in detail.

Cross Connection Certification

*Course #: TRAD 9007**

According to the Canadian Standards Association, a cross connection is defined as any actual or potential connection between a potable water system and any source of pollution or contamination. Cross connections are present in every water system; depending on the size of the system, hundreds or thousands of potential cross connections can exist. KPU Tech is an accredited training Institution through the BC Water and Waste Association (BCWWA) and is preparing to offer this program to qualified personnel. Visit kpu.ca/trades/plumbing for more information.

CFC Recovery

*Course #: TRAD 9012**

One day environmental awareness course on Ozone depleting substances and the control of CFC/HCFC/HFC in the refrigeration and air conditioning industry. Covers the complete HRAI course as approved by Environment Canada and BC Environment. The participants who successfully complete the course requirements receive a certificate number and card for handling refrigerants as required by regulations.





› BLACKSMITHING

Fundamentals of Blacksmithing

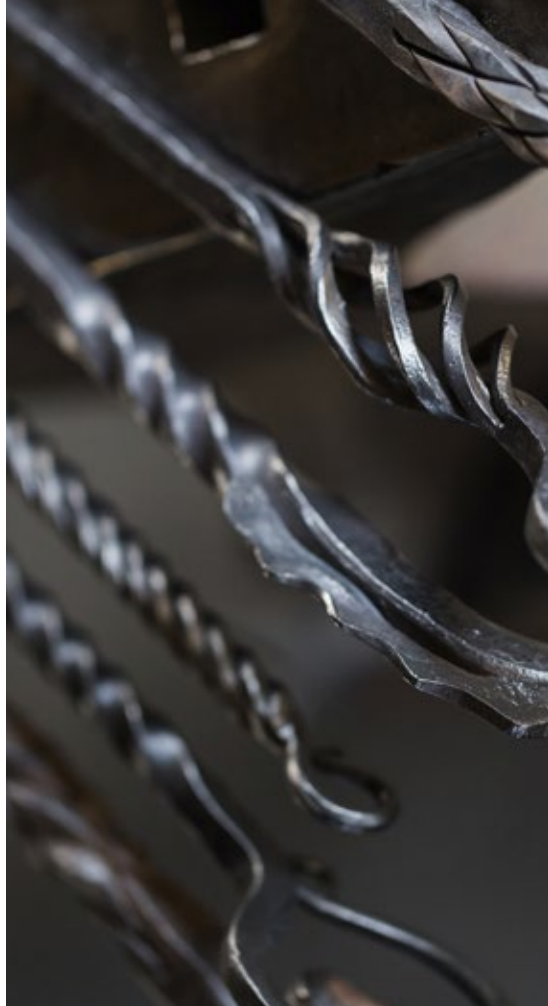
*Course #: TRAD 9015**

Learn the fundamentals of hot forging steel. In this introductory course students will discover how steel becomes plastic with the application of heat and how the form of steel bar can be changed using heat and hammer. By the end of this course each student will know how to produce simple forged items commonly found in the house or garden. The farrier shop, at KPU Tech, has individual forging stations with adjustable anvil stands to suit any student. The majority of course time will be spent working in the shop at the forge. Students do not need to have had any previous experience working hot metal, must come dressed in non-flammable clothing (cotton), wearing steel toe safety boots and safety glasses. Cotton cap, heavy cotton apron or leather apron and leather gloves also recommended. Preferably, the students will bring a hand hammer that they are comfortable with, with unfinished, smooth wooden handle, no plastic or metal handles.

Intermediate Blacksmithing

*Course #: TRAD 9016**

This project based course will lead the student through the steps of producing an architectural item using a number of different forging processes. Students will come with some previous forging experience. A variety of fastening methods will be demonstrated and may be used to complete your individual project. Students will supply their own hand tools, safety glasses, steel tow boots and apron. Hearing protection is recommended. Non-flammable clothing must be worn.



Check kpu.ca/cps for up-to-date course information.
In the event there is a discrepancy the website shall be deemed correct.



Professional Development

Creative Problem Solving Course (LERN)

BUSK 9012 • Online*

In today's business environment, employers expect employees to have a solid set of interpersonal skills. Using the problem solving model in this course will enable you to be more successful. Find out how to recognize problems and deal with them more appropriately.

Intercultural Communication Course (LERN)

BUSK 9013 • Online*

Globalization requires us to adapt our communication skills to be successful in a culturally diverse world. Delve into the different approaches to cross-cultural communication, and come away with a new perspective on culture.

Workplace Ethics and Etiquette Course (LERN)

BUSK 9014 • Online*

For entrepreneurs, managers or anyone in the workplace, understanding workplace ethics and etiquette is critical to individual and organizational success. Learn the how-to's of making ethical business Decisions. Then find out the 5 secrets how to interact properly in business and social settings to improve your communication and networking skills.

Getting Started in Voice Over (LERN)

Course # BUSK 9015 • Online*

The demand for voice over (VO) talent has boomed over the last decade, driven by more demand for content online, an increased demand for audiobooks, and much easier production requirements than ever before. The demand for that talent continues to grow. All you need is a plan. Getting started in voice over identifies every tool and skill you need to acquire to take advantage of this swelling need for voice over artists. When completed, this course will leave you with exactly the plan you need to get going.

► COMPUTER & TECHNOLOGY

How to Setup, Protect and Maintain Your Windows (LERN)

Course #: CMPT 9000 • Online

Ever wonder how some people never seem to have any issues with their Windows PC? Learn the magic formula from an IT professional. You will be guided through installing and setting up your PC with the latest Windows 8 Operating System and desired software.





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